

EASTERN STATES RADIO CORPORATION
Columbus 16, Ohio

November 13th, 1953

Dear Station Manager:

We're writing this extra letter to you because your station is one of those programming music shows for Luckies in addition to news or sports, and Luckies wants your opinion on an idea of theirs about these music shows.

The American Tobacco Company is currently sponsoring a one-half hour strip of news and recorded music on the 5 NBC-owned stations. The title of the series is "Light Up Time," in which a very distinctive theme is featured. This theme was specially recorded for this series and consists of a small music group featuring a fine female vocalist singing "Light Up A Lucky, It's Light Up Time . ." and so forth.

Now, the sponsor would like to extend this idea to the presently-running music programs on the college stations, using this theme and title on all the music shows now being done for Luckies. The tempo of the theme is light and bouncy and would go well with any type of music (currently, on the NBC stations, Hit Parade tunes are scheduled one night, Broadway show tunes another night, hill billy music, songs of yesterday, and a potpouri of variety music on other days.)

If desired by individual stations, the "Light Up Time" theme could be a co-title or sub-title; for example, if the present show title is "Discology 99," the new title could be, "Your Happy-Go-Lucky feature, Discology 99," or "Light Up Time on Discology 99."

As you reply to the the sponsor's request for general comments on all commercials on all Luckies shows, won't you please include in the same letter your reactions to this additional suggestion? Thanks very much for your help.

Sincerely yours,

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EASTERN STATES RADIO CORPORATION

EASTERN STATES RADIO CORPORATION
Columbus 10, Ohio

November 1933

Dear Station Manager:

We're writing this extra letter to you because your station is one of those progressive ones for looking in addition to news or sports, and looking about for other things about these music shows.

The American Tobacco Company is currently sponsoring a one-half hour show of news and recorded music on the 5 WAC-owned station. The title of the series is "Light Up Time," in which a very distinctive theme is featured. This theme was specially recorded for this series and consists of a small music group featuring a line of male vocalists singing "Light Up A Lucky, It's Light Up Time." and an

orchestra. Now, the sponsor would like to extend this idea to the present-day music stations on the college stations, using this theme and title on all the music shows now being made for students. The scope of the show is light and breezy and would go well with any type of music currently on the air. At present, the 5 WAC show and orchestra one night, Broadway show cases another night, with light music, songs of yesterday, and a program of variety music on other days.

If desired by individual stations, the "Light Up Time" theme could be a definite or suitable for any type of music. The new title could be "Your Lucky Day" or "Light Up Time on Broadway."

We are ready to give the station's request for general comments on all comments on all music shows, and we'll be glad to include in the same letter your reactions to this additional suggestion. Thanks very much for your help.

Sincerely yours,

EASTERN STATES RADIO CORPORATION

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